

The logo for ākina, featuring the word in a white, lowercase, sans-serif font. The letter 'k' is stylized with a long, curved tail that extends downwards and to the right.

ākina

INTRODUCTION TO SOCIAL ENTERPRISE

HAMILTON
26 JUNE 2017

Kia ora

- Paul Dunphy – Venture Manager



To grow the New Zealand social enterprise sector, and set it on a pathway to coherency and scale.



8

3,500,000,000

SOCIAL ENTERPRISE?

THE SPECTRUM



A DEFINITION OF SOCIAL ENTERPRISE

Social Enterprises are purpose-driven organisations that trade to deliver a social or environmental purpose



A DEFINITION OF SOCIAL ENTERPRISE



IMPACT MODEL

They explicitly aim to
maximise community benefit

Their social/environmental
purpose is primary

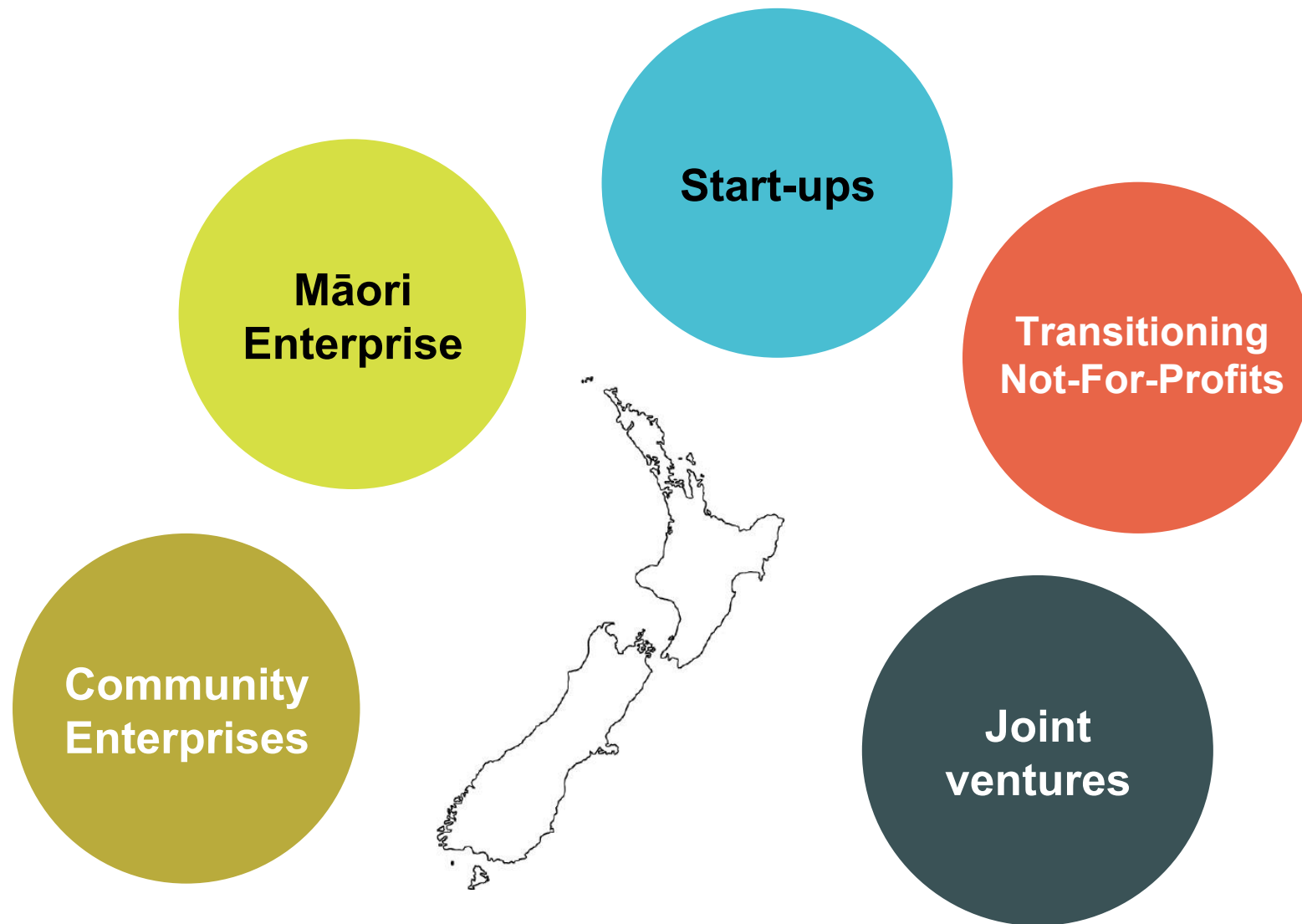


BUSINESS MODEL

They sell a product or
service

They aim to be financially
self-sustaining

TYPES OF SOCIAL ENTERPRISES



WHO GIVES A CRAP



TE WHANGAI TRUST



BLUESKIN ENERGY



PATU AOTEAROA



RED CROSS SHOPS



Social Enterprise Models



Generate
income to fund
Impact



Employment,
Education &
Training



Product or
Service for
impact

COMPONENTS OF A SOCIAL ENTERPRISE



IMPACT
MODEL

BUSINESS
MODEL

**PURPOSE
+
BUSINESS
MODEL
+
IMPACT**

=

**SOCIAL
ENTERPRISE
BUSINESS
MODEL**

**WHAT IS YOUR BUSINESS
IDEA?**

- Van Hire
- Mobility Scooter hire etc
- Tours / Events
- Deliveries
- Training
- Memberships
- Joint Ventures – Social Procurement
- Working public bodies – schools, health, disability



HCT Group -
UK

- <http://ectcharity.co.uk>
- <http://hctgroup.org/>